

PROPOSED CANNON RIDGE CPA TEXT AMENDMENT:
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Marshall Service District
Citizen Planning Committee



Comprehensive Plan Amendment for the
Cannon Ridge Property
Marshall Service District Plan

Board of Supervisors
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MARSHALL SERVICE DISTRICT PLAN

PROPOSED TEXT CHANGES HIGHLIGHTED IN RED

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APPLICANT'S PROPOSED CPA TEXT CHANGES HIGHLIGHTED IN RED

INTRODUCTION

We citizens of Marshall love our town. (Although it's not incorporated, we call it our "town" because it looks and functions like a town). We love the ability to walk along Main Street to visit with neighbors, and to meet many of our shopping needs in locally owned stores where fellow members of the community can assist us. We love the small-town feel of Marshall, and the fact that many Marshall residents actually live on, or within walking distance of, Main Street. Those of us who live outside of town also enjoy the ability to meet many of our business, shopping and community needs in Marshall amongst our friends and neighbors. Marshall really is a community that works – for all of us, and we want Marshall to stay that way.

The Marshall community, including those of us who live in town, also appreciates the beauty and tranquility of the surrounding rural countryside. While we all accept, and many of us welcome, the prospect of additional growth, we want to control it in a way that preserves the surrounding countryside, and enhances and supports the characteristics of Marshall that we love.

Specifically, we want Main Street to fill in and prosper with more shops and businesses, and we want more of the people who will inevitably move to Marshall to live in close proximity to the Main Street shops and businesses, so that their presence and buying power will further enliven Main Street and secure its future. We want a true mixed-use district around Main Street with beautiful village-type homes, small shops and offices with apartments above and behind, off-street surface parking in small inviting clusters of parking spaces at regular intervals, and beautifully improved municipal parcels with inviting park and recreation areas of different kinds. We want the expanded mixed-use area along Route 17 and Old Stockyard Road to mirror and reinforce the cherished characteristics of our Main Street, rather than undermine them. We also want future light industrial uses to have some of the urban design elements to the Main Street area, such as lighting, human-scale streetscapes and consistency with the overall Main Street design character.

We want continued balance as Marshall grows. We recognize that growth that is disproportionately commercial, industrial or residential means that those of us who live here or move here will be able to find less of what we want near home. And we really do only want Marshall to grow to half the size projected by the last Comprehensive Plan revision. Growth from today's 2,000 residents to 14,000 people is too much by everyone's yardstick, even over 50 years; something closer to 6,000 as an ultimate build-out over 50 years is more comfortable.

Marshall is a wonderful town in Virginia's rural Piedmont; not just another town in Anywhere, U.S.A. It has a personality and a comfortable feel - it's MARSHALL, and we want to keep it that way.

BACKGROUND AND CONTEXT FOR THE COMPREHENSIVE PLAN

Section 15.2-2223 of the Code of Virginia requires that every locality prepare a “plan for the physical development of the jurisdiction and the governing body shall adopt a Comprehensive Plan.” The Comprehensive Plan is intended to be a long range, general guide growth and development within the community, and includes analyses, recommendations regarding the future disposition of key elements of the community, including environmental and historic resources, land use, public facilities and transportation.

For example, the plan should identify:

- Areas for various types of public and private development and uses such as residential, business, and industrial;
- A transportation system, including streets, highways, rail, airports, and other associated facilities;
- Community service facilities, such as fire and rescue, libraries, parks, schools, water and wastewater treatment;
- Historic preservation;
- Renewal/redevelopment of historic areas, as applicable, including rehabilitation of existing structures and infill development that serves to enrich the vitality of the streetscape;
- Land areas needing special management, for example floodplain and wetland areas which provide surface and groundwater resources;
- Recommended facilities which need to be included in the Fauquier County Capital Improvements Program; and
- Areas and measures for the construction of affordable housing to meet the needs of current and future residents of all income levels in the locality considering the needs of the community.

Section 15.2.2230 of the same code requires the periodic review of the Comprehensive Plan, at a minimum of once every 5 years.

The Marshall Service District Plan is an element of the County’s Comprehensive Plan and continues the County’s effort to prepare Plan elements for each of its designated Service Districts, which are aimed at forming a framework to guide and manage growth. The County’s Service District framework is aimed at establishing areas, which are planned to absorb the bulk of new development in the County in order to maintain a compact and efficient form of development and protect the County’s rural land resources.

The Service District designations reflect the historical development patterns of the County established during the course of the past 200 years. They include some incorporated towns and their surrounding areas (i.e. Warrenton, The Plains and Remington), as well as village settlements that are not incorporated (i.e. Catlett, Calverton and Midland). Note that while Marshall has many of the physical features of a town, it is not incorporated.

The Marshall Plan is similar to other Service District Plans in at least three very important ways:

- 1) It is a Citizen Planning Committee and community-based effort. The Plan is the result of regular meetings from mid-2001 through early 2003 and will be the Marshall Service District Plan amendment to the Fauquier County Comprehensive Plan.
- 2) The Marshall Plan calls for new development to be designed with similar features of the existing and traditional development patterns found in Marshall, including an interconnected, rectangular “grid” of streets, relatively narrow widths for local streets, human-scaled streetscapes that are convenient for pedestrian access and movement, on-street parking, parks, paths, landscaping, etc.; and
- 3) The Marshall Plan takes a very long term view of the future, looking ahead up to 50 years, in order to give the County the best chance to adequately prepare for changes that may occur within the community.

The plan for the Marshall District, like the new plans for the other service districts, has involved local citizens from its inception. This planning process began in the summer of 2001 with a series of monthly meetings of a group of local citizens from the Marshall community. The citizens were briefed on the major land use and development trends in the area as well as the public services and facilities the County provides for the community. The citizens then worked in groups to create a vision of the future of the service district, followed by a series of meetings in which it reviewed and refined a full range of land use, urban design and transportation plans and policies that form the basis of this plan.



Some members of Marshall Citizens Planning Committee on a Walking Tour of the Village



View of Main Street

There are several key changes represented in this amendment to the County's Comprehensive Plan. The Marshall Service District Plan:

- Offers a more conservative projection of future land uses for the service district, that balances the desires of the local residents with the role of the Marshall Service District as a growth center within the County's overall growth management framework, based on public infrastructure and fiscal constraints;
- Takes a longer term view into the future, looking ahead 50 years;
- Emphasizes the need for new development to reinforce and enhance the existing historic fabric of the community rather than compete, undermine and eventually replace it.

This emphasis is reflected in the urban design principles of the plan. This direction is consistent with the thrust of all of the County's new service district plans, which call for new development to incorporate design characteristics of older, traditional patterns of development. While the community is proud of the technical quality of recent new development, these conventional cul-de-sac subdivisions tend to have monotonous lots, standardized housing design, limited pedestrian and vehicular access options, and poor linkage between neighborhoods, parks, open spaces, and community facilities. **Zoning applications that embrace Traditional Neighborhood Development goals and principles should be considered for Medium to High Density Residential when implemented under the County's planned development districts.** Previously approved conventional development projects may be completed as originally conceived, but the County is determined to provide alternative development options more consistent with traditional design norms in both Marshall and Fauquier County as a whole. An analysis of this historic pattern and design follows.

Historic Settlement Patterns of Fauquier County Villages and Towns

Fauquier County, in common with other jurisdictions throughout Virginia, possesses a variety of long established settlements, each a unique product of geography, history and environment. However, all these settlements share certain essential features. These settlements initially supported an agrarian economy with labor and basic commercial and educational services. The number of people involved in this support activity was not large, which thus limited settlement size and spatial frequency.

Close study of traditional settlements reveals a second common design feature. Each hamlet, village or small town invariably sought to "contain" or "hold" their segment of road by means of slight curves, the artful placement of buildings, overhead tree canopy and, in some cases, the construction of stone walls to limit views. Not surprisingly, most homes and other structures are conveniently located close to the road.

There may also be a psychological reason for the “closure” of views within rural settlements. Whereas the resident in a larger town or city, accustomed to the restricted focus of streets, discovers the open views of a park with welcome relief, in the country the psychological need is reversed. If wide-ranging views are a workaday norm, then closure of view within the hamlet or village offers a kind of psychological refuge from hard work in open fields. Of course such design closure is never total and the rear windows and back gardens of homes in a small settlement will still face open country.

The cross road settlements, villages and small towns of Fauquier County continue that traditional design form, which allows neighbors both private space and neighborly proximity to visit friends, walk to shops and services. Old and new residents of these communities wish to preserve the unique characteristics of their special place, and to build upon the existing historical pattern. The County and its residents intend to continue this century’s old historical pattern of walkable, mixed-use development, in an “updated” way to accommodate the automobile.



Main Street



Hardware Store on Main Street



Members of Citizens Committee on walking tour on Main Street



View to the south



U. S. Post Office on Main Street

MARSHALL SERVICE DISTRICT

1. Existing Characteristics

The Marshall Service District is located adjacent to the intersection of Route 17 and Interstate 66, in the northern portion of the County about 15 miles north of Warrenton. In addition to having two interchanges on I-66, the Southern Railway line runs along the northern edge of Marshall and provides freight service to the region. Marshall has long functioned as a market center for the surrounding farming community and continues to do so, even as its function as a “bedroom” community for commuters also increases. The population of the Service District is estimated at 1,488 in 2002, based upon census and map data.

The historic village of Marshall, with a typical complement of churches, businesses and dwellings, developed first around the intersection of US Routes 17 and 55 and later around the depot of the Manassas Gap Railroad. With the decline of railroads as a primary mode of transportation, the village became somewhat less significant as an economic and population center. However, regional transportation improvements during recent decades, especially the construction of Interstate 66, have made the community an important node along a major regional commuter route.

The Marshall community recognizes that increased future development threatens to radically change the existing “small-town” character of Marshall. Therefore, citizens expect modest growth in the future, to be phased and to reflect and reinforce the traditional atmosphere of Marshall as it reaches its ultimate size of about 2,500 to 3,000 dwellings and 6,000 to 7,000 people. The community anticipates the need for additional public facilities and services to improve its quality of life and meet this emerging resident and business population, such as:

- Regional and town parks, jogging and bicycle trails;
- Additional church, volunteer and fraternal organization sites;
- One or more additional school sites;
- Prosperous town center and Main Street district with a mix of residential, commercial and office uses; and a
- Light industrial area on the eastern side of the district, adjacent to the rail line.
- **Improved quality of environmental and storm drainage systems, including consideration of low impact development (LID) and combined stormwater management (SWM) and best management practices (BMPs) basin, where feasible.**

The community has determined that new development should be focused in and around the village core, along Main Street, and that all new development should serve to reinforce the vitality of Main Street, rather than compete with it or undermine it. Thus, the core of Marshall will continue to serve as the market center and economic engine of surrounding agricultural and rural residential area, and to serve as a central meeting place for local residents, employees and visitors.

- a. Planning History. Fauquier County’s 1994 Comprehensive Plan forecast an ultimate population for the Marshall Service District of about 14,000 people. Early zoning actions established a significant amount of highway commercial zoning along Route 710/17 between Route 55 and I-66, as well as large amounts of industrial land along the railroad east of the village. The Marshall Water Works, a private water service company provides water service to the village and the Fauquier County Water and Sanitation Authority provides sewer service. Limitations on utility capacity, particularly water, have been one of the constraints on land development in the district in recent years, although improvements and expansions of both systems are imminent.
- b. Planned Growth Patterns. The earlier Comprehensive Plan defined future land uses in terms of the conventional “land use bays” or “pods” and did not address the actual form and character of

development on the land. Further, it was relatively aggressive and ambitious in terms of the density and amount of development that could be absorbed by the district. Fortunately, development has been relatively slow and incremental in Marshall, and thus the basic historic form of the grid street network is still largely in tact.

The conventional suburban development pattern will tend to limit the mobility of children, the elderly and others who do not use automobiles. That is simply not the effect desired by the community, as expressed by the citizens planning committee. Therefore, the County's objective is to adjust this pattern with the construction of paths leading to a pedestrian and bike-friendly, human-scaled Village Center, possessing a critical mass of residential, commercial and public uses. **Contemporary approaches to high quality Traditional Neighborhood Development at sustainable densities should be encouraged within the Service District.**

c. Access and Mobility: Interstate I-66 and Route 17, Route 55 and Route 710.

The major roads serving Marshall provide good regional access and mobility, yet are subject to threats of long term degradation without proper planning. I-66 provides regional access east and west, allowing residents to commute easily to employment centers to the east, while providing an opportunity for Marshall to become a major employment center, attracting employees not only from the west, but also "reverse" commuters from the east. Two interchanges on I-66 give Marshall good access opportunities in the long term.

Linkage to the south is provided by Route 17, a four-lane divided arterial which connects to Warrenton. However, traffic movement to the north is more problematic, with Route 710 the only major link directly from the village. In the near term, this condition does not pose a serious constraint, but in the long term the pressures on through traffic on Route 710 will increase, with potentially significant impacts on traffic flow and street capacities through the village. Route 55 provides an excellent parallel road to I-66.

Another key transportation issue associated with I-66 is the design of the interchange at Route 17. Currently, trucks moving north on Rt. 17 must make a hard left turn onto the ramps leading to I-66. As volumes increase, this turning movement will become an impediment to traffic flow in and out of the village to the south. For the long term safety, efficiency and visual character of this important gateway to Marshall, this interchange should be re-designed and improved to provide less friction to truck movements heading north and south on the Route 17 corridor and using this interstate highway. However, the re-design should not be a "fly-over" configuration (refer to the Transportation Section – Intermediate Term Improvements).

Refer also to the Transportation Plan Element of this plan, which includes the recommended short-term transportation improvements and the proposed intermediate and long-term road network.

Single entry developments, with few existing through-roads to adjoining neighborhoods are an issue for the Marshall Service District, as they are for other service districts in the County. Each development project and neighborhood often wants to limit the number of access points to the surrounding road network, but by doing so, this limits choices of routes and does not allow distribution of trips through interparcel access or new streets. This results in greater congestion by limiting the number of alternate routes through the community. Thus, the “benefit” of exclusive access to a single neighborhood can increase congestion and safety problems, including emergency services, for the community as a whole. The thrust of the County’s new planning policies is to promote an interconnected street network, with more access choices and traffic distribution over the community street network, rather than a pattern of closed-off cul-de-sacs.

- d. Community Facilities. Marshall has several churches, a community center, a library branch, a fire and rescue station, and at the edge of the Service District, a middle school and elementary school. All of these facilities represent a significant and existing base of community facilities for the Village Center. However, the future residential growth will require the phasing and provision of additional facilities, with special attention given to County fiscal capabilities and how these new facilities connect to Main Street, and to existing and new residential neighborhoods.

- e. Water and Sewer Utilities. Marshall is now served by an extensive system of water lines and sewer mains. A system of force mains, pump stations and gravity lines owned and operated by the County Water and Sanitation Authority (WSA) provide sewer service to the district, with a wastewater treatment plant located just south of I-66. In 2002, there were 566 existing sewer connections to the WSA system. Upon system expansion from 0.32 mgd to 0.64 mgd, the WSA expects to have 800 available connections by 2005. The Marshall Water Works is a private system that provides water service to a somewhat smaller service area. It currently provides 529 connections and no additional available connections until the system is expanded in accord with plans currently underway.

Public Sewer Capacity

	Post 2020 Land Use	Generation Rate*	Total Demand
Total Dwellings	2,638 dwellings	260 gpd/dwelling	685,880 gpd
Commercial Uses (buildings)	40 +/- acres (1,705,300 sq. ft.)	1,500,000 gpd/acre	60,000 gpd
Industrial Uses (buildings)	84 +/- acres (1,598,800 sq. ft.)	1,000 gpd/acre	84,000 gpd
2003 WWTP Capacity:	640,000 gpd	Post 2020 Demand:	829,880 gpd

Source: Fauquier County Department of Community Development

* gpd = gallons per day

- f. Natural Resources. The topography (See Figure 4) is gently rolling and the area has significant amounts of farming activity. The local soils in the Marshall area are predominately Tankerville-Purcellville, Purcellville-Swampoodle, Purcellville-Loam and Swampoodle-Loam, with fair to marginal perk potential for drainfield use. Streams, such as Carters Run and Piney Branch, are relatively shallow and provide moderately wide 100-year floodplains, and only in the southeast portion of the Service District. Figure 5 illustrates that Marshall soils present slight to moderate potential for erosive conditions requiring attention to stormwater design for new development **and redevelopment**, with attention needed for erosion and sediment control protection provided during construction. **The natural topography and drainageways of Marshall provide prime locations for attractive multi-purpose impoundments that could serve a stormwater management function. A master SWM plan should address the best measures to treat the unretained existing development as well as the underserved development areas within the Service District. Low impact development (LID) and other BMP practices should be coordinated with stormwater management facilities and integrated into the site improvements required for new development.**
- g. Historic Resources. The land on which Marshall now stands was originally part of “Ball’s Horspen Tract” a 2000-acre patent that James Ball received in May of 1732. The land was subsequently subdivided and in 1796 John Monroe and his neighbors were granted a petition by the General Assembly to establish the town of Salem on 30 acres of Monroe’s land (to be laid out in 1/2 acre lots). Salem was located at the intersection of two important Colonial thoroughfares: one led west to the Shenandoah Valley by way of Ashby’s Gap and the other to the eastern port of Dumfries.

The community continued to grow and prosper with the advent of the Manassas Gap Railroad in 1852. The town’s critical location at the intersection of several roads and the railroad made Salem a convenient meeting place for Confederate Col. John Mosby and his Rangers during the Civil War. After the war, Salem recovered and in 1881 the name was changed to Marshall by request of the US Postal service, due to confusion with the town of Salem near Roanoke. The name Marshall was chosen in honor of Chief Justice John Marshall who was born in Fauquier County and lived just four miles west of Marshall.

Marshall’s prosperity continued into the 20th century, reflected in the numerous commercial building from that era. The town’s bucolic setting also enticed summer borders to come by train from Washington, D.C. and private residences often doubled as tourist homes.

Marshall is the second oldest “town” in Fauquier County. The west end of the district is primarily residential, with dwellings sitting fairly close to the edge of US Route 55. When Route 55 was widened in the mid-20th century, concrete sidewalks (and some front yards, stone retaining walls) were constructed. The houses on the west end vary from the mid-19th to mid-20th century. The oldest examples appear of log construction with exterior-end stone chimneys. Also found are examples of American Foursquares, Craftsman Bungalows and small Colonial Revival forms such as Cape Cod. Near the center of town, more commercial and institutional buildings are found, including the 1899 Methodist Church, a Gothic-revival-style, cross-gable-roofed building with a corner bell tower with steeple. Most of the buildings along Main Street/Route 55 in the heart of the village are commercial and include a range of different styles, and include the Marshall Ford Motor Company building, dating to 1916 and reputed to be the oldest Ford Motor Company sales establishment in the United States still in operation in the same building.

The Manassas Gap Railroad began operations through Marshall in 1852 and several transportation-related buildings were erected in town at that time. The train station is no longer standing, but

Maddux's Grain elevator, a 100-foot high, formed concrete structure built in 1922 is prominent on the landscape.

The area to the east of the railroad tracks is part of the Marshall Service District but is often referred to as Rosstown, and is a reconstruction-era African-American neighborhood. At its center is the gable-end, stuccoed, vernacular Gothic-Revival-style Salem Church. The church was organized in 1872 but the current building was built in 1929.

The oldest building in Marshall is the rear stone section of a one-story Craftsman Bungalow, located near the junction of US Route 17 and 55. It was constructed in 1771 as the Upper Carter's Run Baptist Church. It now houses the offices and library of the Fauquier Heritage and Preservation Foundation.

(source: Virginia Department of Historic Resources, historic district information form)



Marshall United Methodist Church



Bowersett House



*The former Maddux Company
Grain Elevator*



*The former Upper Carter's Run
Baptist Church*

- h. Existing Zoning Districts. Figure 6 presents the existing zoning for all properties within the Marshall Service District. The community has a full range of residential (R-1, R-2, R-4 and TH), commercial (C-1 and C-2) and industrial (I-1 and I-2) categories.

2. Vision Statement and Goals for the Marshall Service District

VISION STATEMENT (as affirmed by the Citizen Planning Committee)

In the year 2050, Marshall will be known as the “Town That Works”. It will be the service center for the surrounding agricultural community, where agriculture and history based tourism be the underpinning of the local economy and culture.

Marshall will be a “full-service” town capable of providing both essential and entertainment services as the “hub” of northern Fauquier County. It will have maintained its identity and sense of familiarity and will reflect a balance between being a “real place” and a tourist destination.

Marshall will have witnessed a revitalization of the core element that has defined this community for centuries – its Main Street. Residences, shops, businesses and other commercial enterprises will thrive in the historic “downtown”, drawing economic benefits from residents and visitors alike. These benefits will be visible in the appearance of Main Street and the full array of opportunities that are available.

It will have a good balance of jobs, housing and shopping, including a full range of diverse housing types and prices. The housing stock will reflect all walks of life, from young to old in all income brackets. The existing traditional grid pattern of street lay-out and neighborhood interconnections will be retained and expanded upon as new development occurs. Tree-lined streets and networks of sidewalks, trails and bike paths will link residential neighborhoods with Main Street, other commercial and employment centers, and the various recreational facilities within and adjacent to the community.

The village will be very pedestrian friendly, with a human-scale streetscape and architecture, allowing people to walk comfortably and conveniently throughout town. Adequate parking will be available, including on-street parallel parking to help calm traffic, as well as adequate off street parking near Main Street to support businesses, including more entertainment and commercial amenities. Additional development along a parallel street will add depth to Main Street to support its function as a commercial corridor, making Marshall a “two-street town”.

The village will have a distinct physical center such as a central green, square or plaza, including a Community Center/Town Hall, a visitor’s center and a historical research library. Marshall will reinforce the human scale of the village, and will include a centrally located school.

Marshall will be rich in culturally stimulating activities, including festivals, fairs and other events. Marshall will continue to accommodate new residents while striving to maintain its quality of life.

The rural landscape and livelihood will remain, and the viewsheds to the west and east of the village will be preserved, reinforcing the distinct edges of the village. The stars in the night sky will remain visible as one moves from the village to the surrounding countryside.

STRENGTHS AND OPPORTUNITIES (as identified by the Citizen Planning Committee)

Strengths	Associated Opportunities
Marshall is fortunate in its transportation network that includes excellent primary road and rail service. I-66 and Route 17 serve as “lifelines” to and from the community.	
The existing grid pattern of streets serves as evidence of Marshall’s past and a guide for how future development should occur.	Grid model can be extended to ensure future growth is compatible with and connected to the existing town.
Solid base of existing industrially-zoned land.	Available industrial land providing opportunity for a balanced employment base offsetting future residential impacts regarding public facilities and service costs.
Basic core support services are available (i.e. groceries, banking, insurance etc.)	Available services can be enhanced and expanded to provide more local choices for residents.
Current and planned sewer availability supports the needs of the community.	
“Wired” for digital development	
Regional park location and good schools.	Public facilities can be better linked with the core of the community.
Historic Resources enhance the look and feel of the community.	These resources can be protected and enhanced to retain a sense of place and links to the past
Agricultural services that support farming operations throughout northern Fauquier.	
Fire and rescue services are well situated to serve existing and future needs of the community.	
Working Main Street	Traffic Calming
Equestrian Community Large farms Specialized small producers Grapes/Wine Real, viable Ag-industry “Pick Your Own”	Support for Specialty Ag Goods Agri-Tourism Preserve farmland to support agricultural uses
Pedestrian Access Mix of residential & commercial – Main Street	Parallel parking along Main Street
Diverse population = ‘real’ (age & income)	
Schools	
Affordable housing	

KEY GOALS FOR THE MARSHALL SERVICE DISTRICT (as affirmed by Citizen Planning Committee)

1. Remain a service center for the surrounding agricultural community, and the “hub” of northern Fauquier County.
2. Grow no larger than 6,000 people.
3. Maintain the identity and sense of familiarity.
4. Maintain agriculture as the underpinning of the local economy and culture.
5. Preserve the rural landscape and the viewsheds to the west and east of the village, reinforcing the distinct edges of the village.
6. Revitalize Main Street as the core element of Marshall, with shops, apartments, businesses and other commercial enterprises thriving in the historic “downtown”.
7. Achieve and maintain a good balance of jobs, housing and shopping.
8. Achieve a full range of diverse housing types and prices - for young and old in all income brackets.
9. Maintain and enhance the existing traditional grid pattern of streets; maintain and expand neighborhood interconnections as new development occurs.
10. Provide tree-lined streets and a network of sidewalks, trails and bike paths that link residential neighborhoods with Main Street, other commercial and employment centers, and public facilities within and adjacent to the community.
11. Maintain and enhance the pedestrian friendly nature of Marshall with a human-scale streetscape and architecture.
12. Provide adequate parking, including on-street parallel parking to help calm traffic, as well as adequate off street parking near Main Street.
13. Encourage more entertainment, cultural tourism (based on the history and agricultural base of the area), and commercial amenities, while minimizing reliance on “big box” retail uses or truck service facilities.
14. Reflect a balance between being a “real working Town” and a tourist destination.
15. Provide a distinct physical center such as a central green, square or plaza, including a Community Center/Town Hall.
16. Increase culturally stimulating activities, including festivals, fairs and other events.

3. Strategies to Achieve the Planning Goals for the Marshall Service District

a. Maintain the Planned Size and Configuration of the Service District

- 1) Limit the area included in the Marshall Service District in accord with the Plan;
- 2) Limit extensions and expansions of sewer and water facilities in accord with the Plan; and
- 3) Manage the pace and location of development through phased development, in accord with the Plan.

b. Enhance the Vitality of the Main Street Corridor

- 1) Ensure that the historic Main Street corridor, as well as newly developed adjacent areas, are “pedestrian-friendly” by ensuring that each block contains mixed-use development, “human-scale” design techniques, and improvements to the street and sidewalk network in accord with the Plan. *(See urban design policies)*
- 2) Ensure that future land uses and rezonings support the community goals by approving only those rezoning applications that conform to the Plan and ensuring that rezonings contribute to the necessary infrastructure improvements of the Main Street corridor.
- 4) Encourage new and expanded businesses along the Main Street corridor through a concerted revitalization / downtown development program aimed at enhancing the economic competitiveness of Marshall’s “downtown”.

Immediate efforts may include:

- Pursuit of the key strategies of the national Main Street program, on a voluntary basis: design, organization, promotion and economic restructuring
- Initially, focus all future public capital investments and service improvements into the Main Street corridor

Longer term efforts may include:

- Special Service District, Community Development Authority and/or a non-profit Community Development Corporation (as provided by the Code of Virginia) to fund public improvements, enhanced public services, and/or land acquisition
 - Incorporation as a Town *(note that this option will require further cost/benefit analysis to determine whether it is a viable choice for the community)*
- 4) Ensure adequate parking by preserving and enhancing the on-street parking supply; and by identifying, acquiring and developing small lots to increase the parking supply.
 - 5) Enhance the streetscape of Main Street through improvements and additions to building facades, signs, street trees, street furniture, etc.

c. Create Compatible Infrastructure, Land Use and Urban Design Elements

- 1) Ensure that the historic fabric of the village is a resource for future development by:
 - Encouraging the preservation, rehabilitation and re-use of historic structures
 - Creating and adopting design guidelines for new structures and roads.

- 2) Extend the existing grid street and sidewalk network in accord with the Plan to ensure that new development outside of the Main Street corridor is also pedestrian-friendly with an interconnected street and sidewalk network and strong connections to the Main Street corridor.
- 3) Encourage mixed-use developments **and traditional neighborhood development (TND) projects through the application of creative zoning districts, such as the County's new MU district and the PRD district, with development densities consistent with those permitted in these districts. Provide incentives for enhanced density and flexible design standards to achieve high quality, "smart growth" in traditional neighborhood developments.**
- 4) Protect the land along potential future road corridors so that the planned street network can be achieved in the long term with minimal disruption to landowners.

4. Land Use Plan

a. Phasing of Development and Infrastructure

1) Land Capacity, Phasing and Land Use Patterns

The current Service District boundaries enclose a sufficient amount of land area to provide for the expected future needs for land use into the foreseeable future. Estimates of these needs are discussed below.

However, in order to manage growth efficiently, this Plan establishes a policy for phasing future development in accord with planned utility and road improvements. The phasing concept is shown in Figure 7. This phasing is intended to serve as a guide for future land use decisions.

Proposed future land uses are shown in Figure 9. This map shows the ultimate or long-term future land use. Interim land uses may have lower densities and intensities in accord with current market demand, road capacity and utility availability.

2) Utility Service

Water and sewer service upgrades and expansions should proceed in accord with the phasing plan defined above and in Figure 7. Expansions to the capacity of these systems should also conform to the expected level of development contained in the land absorption projections.

3) Population, Employment and Land Absorption Projections

Table 1 shows estimates of potential levels of development in the Marshall Service District in accord with the phasing concept and time horizons set forth in this plan. These are estimates and may change somewhat during the course of time.

Note that these projections of future development assume that not all of each phase will be developed before a subsequent phase may begin development. This is due to the realities of development patterns and market demand, as well as the relatively large area that is already committed for utility service.

Thus, these projections are not policy prescriptions per se, but rather are estimates of the likely demand for land uses in relation to reasonable levels of planned infrastructure to accommodate development within the District. The location and extent of each phase is based upon the likely pattern of future utility extensions.

The detailed calculations that underpin these projections are shown in Table 2. The Land Use Sectors are the same sectors used for purposes of traffic analysis and are shown on Figure 8, following the tables.

Also refer to Figures 11 and 12, which show major transportation improvements for the intermediate (post 2010) and ultimate (post 2020) time horizons.

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Table 1 - Summary of Phasing Concept

Land Uses/Development	Existing 2002	2002 to 2010	2010 to 2015	2015 to 2020	post 2020
Residential Units Added (Dwellings)	551	210	238	312	1,263
Population Added	1,488	524	504	780	2,905
Commercial Added (Sq.Ft.)	502,400	239,380	239,380	239,380	478,760
Industrial Added (Sq.Ft.)	79,500	90,500	132,500	304,500	584,000
Jobs Added	941	732	784	999	1,967
Public Facilities					
Cumulative Totals:					
Total Dwellings	551	761	999	1,311	2,574 d.u.
Total Population	1,488	2,012	2,516	3,296	6,200 pop
Total Commercial Space	502,400	742,000	981,000	1,220,500	1,700,000 s.f.
Total Industrial Space	79,500	170,000	302,500	607,000	1,190,000 s.f.
Total Jobs	941	1,670	2,460	3,450	5,420 jobs

Notes/Assumptions:

- Some totals do not match due to rounding; all increases are at annual compounded rates
- Average residential growth rate of approx. 4% annually to 2010 and 5.5% to 2020
- Average commercial growth rate of approx. 5% annually to 2010; 5.7% to 2015 and 4.5% to 2020
- Average industrial growth rate of approx. 10% annually until 2010, 12% annually to 2015 and 15% annually to 2020
- Average 450 sq. ft. per commercial job except existing assumes 700 sq. ft.
- Average of 800 sq. ft. per industrial job
- Average existing household population of 2.7 people per dwelling
- Average 2.5 people per dwelling to 2020; 2.3 popd post 2020
- Average 2.0 people per apartment dwelling unit

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Table 2 Phasing Calculations																				
	SECTOR	Land Use	Density			Existing 2002					to 2010					to 2015				
			Acres/SF	du/ac	FAR	Units	Net Sq. Ft.	com/ind	people	jobs	Units	Sq. Ft.	com/ind	people	jobs	Units	Sq. Ft.	com/ind	people	jobs
Res	1A	SF	185	3.0		1			3					0		56			139	
	1B	SF	20	4.0		1			3					0		16			40	
	2	SF	5	1.0		1			3		4			10						
	3	SF	30	4.0		0			0		30			75		30				
	4	SF	97	2.0		22			59		26			65		26			65	
	5	SF	61	2.7		161			435					0					0	
	5	commercial					2,400	com	0	5				0					0	
	6	TH	26	7.0		73			197		27			68		27			68	
	9	SF	22	4.0		34			92		27			68		14			34	
	10A	SF	147	1.5		90			243		13			33		13			33	
	10B	SF	8	2.0		0			0					0					0	
	11	SF	18	2.5		0			0					0					0	
	12	SF	22	2.5		4			11					0					0	
	12	commercial					3,400	com	0	8				0					0	
	15	SF	5	2.5		14			38					0					0	
	16	SF	24	2.0		9			24		39			98					0	
	16	commercial					56,700	com	0	126				0					0	
	24A	SF	100	1.2					0					0					0	
	27	SF	20	3.0		7			19					0		27			66	
	28	SF	16	1.2		0			0					0						
	29A	SF	100	2.0		0			0					0						
	Subtotal	SF	925	3.5		9			24		44			192					444	
Retail	18	Neighd Com	25		0.24	0	60,300	com	0	134		40,212		67			40,212			6
	19	Neighd Com	26		0.18	4	6,300	com	11	14		39,512		66			39,512			6
	20	Neighd Com	68		0.18	5	1,900	com	14	4		186,873		0			186,873			14
	Subtotal																			
	21	Indust Park	58		0.18	1	400	indust	3	1		90,873		114			90,873			11
	21	Commercial					3,300	com	0	7				0					0	
	22	Gen Indust	76		0.25	0	400	indust	0	1				0			41,362		5	
Indust	23	Gen Indust	67		0.25	6	64,600	indust	16	81				0					0	
	24B	Indust Park	35		0.18	14	2,000	indust	38	3				0					0	
	24B	Indust Park	269		0.18	3	12,100	indust	8	15		90,873		194					16	
	Subtotal																			
	Subtotal																			
Mixed	8	Apartmts/TH	25	3.0		11			30							10			19	
		Office (50%)	544,500		0.24				0			26,136		131		0	26,136		0	13
		Retail (50%)	544,500		0.24		3,100	com	7			25,516		43		0	25,516		0	4
	17	Apartmts/TH	14	3.0		2			5	0		0				4	0		8	0
		Office (50%)	304,920		0.24				0			14,636		73		0	14,636		0	7
		Retail (50%)	304,920		0.24		19,000	com	42			10,836		18		0	10,836		0	1
	7	Apartmts/TH	60	3.0		70			189	0		0				17	0		33	0
		Office (20%)	522,720		0.24				0			25,091		125			25,091		0	12
		Retail (80%)	2,090,880		0.24		346,000	com		494		133,382		442			133,382		60	5
	Subtotal																			
Public Facil	1	Elem School	20													build school				
	1	Village Park	20																	
	14	Reg'l ComCtr	12																	
	25	County Park	88			9			24			build park								
Total						551	502,400	com sf	1,488	941	210	239,380	com sf	524	732	238	239,380	com sf	504	78
						existg units	79,500	ind sf	existg people	existg jobs	new units	90,873	ind sf	new people	new jobs	new units	132,235	ind sf	new people	new jobs
						Existing 2002					to 2010					to 2015				

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[illegible]

b. Entrance Corridors

1) General Roadside Landscaping and Architectural Standards.

Travelers first experience Fauquier County through the views from the major arterial roadways and the streets entering the communities. These gateways typically have historic commercial and residential areas valued within the community and having a character, which needs to be protected or enhanced.

2) Entrances to Marshall.

The same kinds of urban design characteristics attributable to Main Street should be extended to key roadway entrance points to the community. These entrances should be developed and improved in such a way as to reflect the civic pride of Marshall, as well as its unique visual character and identity. The Community needs to develop a gateway design, for example, that:

- allows the designated corridor to become more attractive and safe to pedestrian movement;
- provides commercial and employment opportunities, which are easily accessible to neighborhood residents;
- encourages entrance features that include large residential lots with generous setbacks along the entrance corridors, in the traditional fashion common to Marshall and other towns and villages of the Piedmont;
- encourages tree preservation, where practical, landscaped features, building and site design, which is sensitive to and compatible with the historic community buildings and the adjoining neighborhoods; and
- encourages an entry character that is carefully linked with existing and planned community park and open spaces.

New development must conform to the urban design guidelines in this plan, and detailed designs for entry point features should be prepared in concert with the community objectives.

This Plan calls for at least one and potentially two “round-about” at key entry points, as shown on the Land Use and Transportation Maps.

3) Historic Area

The *Final Report for Survey Update of Historic Properties in Fauquier County* was completed in March of 2001 through the Virginia Department of Historic Resources (VHDR). That report identified historic districts within 21 County villages and settlements that qualified for placement on both the National Register of Historic Places and the Virginia Landmarks Register. The reasons are that these groupings of buildings are either of local, state or national significance in American history, architecture, archeology, engineering and culture.

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Marshall is included as one of these identified villages, and its general historic district or area is identified within this plan. *Note that designation on the National and Virginia Landmarks Registers are honorific, non-restrictive designations bestowed on historic properties.* It is important to note that owners of registered properties qualify for state and federal historic rehabilitation tax credits, and can receive technical assistance from VHDR staff for maintenance and rehabilitation projects. Individual owners with registered properties in this type of district maintain their own properties, and any rehabilitation is initiated solely at the discretion of the owner.

c. Main Street Corridor

1) Overall Layout.

The plan proposes that the established grid pattern of streets continue to be extended in all directions from Main Street, as development continues to occur. The new streets should be “pedestrian-friendly”, with sidewalks located comfortably between streets and buildings, street trees, and other amenities that encourage walking and bike riding throughout the community, as provided for in the urban design guidelines of this plan. The land uses fronting and adjacent to Main Street should include a mix of pedestrian-oriented uses and should gradually decrease in intensity the farther they are from Main Street. The key principle is that all new development and all new streets be designed in accord with the policies of this plan. **Future new development planned to be located north and south of Main Street should provide for interconnectivity to and amongst existing neighborhoods as well as to Main Street.**

2) Commercial/Office/Institutional/Industrial Uses.

Commercial, office and institutional uses should initially be focused along the Main Street corridor, including the portion of Winchester Road that connects Main Street to I-66. However, each block should contain a mix of commercial and residential uses, rather than whole blocks of homogenous uses, as is the current trend in suburban style development. Industrial uses should be located only on the east side of the Service District, in accord with the land use plan. The existing community center and library should remain at its current site and may be enhanced over the course of time with an indoor swimming pool facility.

3) Fire/Emergency Rescue Center.

The Fire Station and the Emergency Rescue Center should remain at their current locations for the foreseeable future, with on-site expansions as needed.

4) Principal Parks.

The new County Park will be located on the east side of the Service District north of Route 55. A new park site should be located north of the Main Street area in conjunction with future residential development in that area. A new “town square” could be developed on or adjacent to the Fire Station site, and/or on a site near the proposed park and school sites north of Main Street in the heart of the Village.

5) Residential Areas and Parks.

In-town housing at medium density and a neighborhood park would be located to the north of Main Street, as well as on the south side of Main Street. “Vest-pocket” and other smaller parks and greens should be located throughout Marshall. **New residential or mixed-use development on small- and moderately-sized parcels, such as Cannon Ridge, should include “pocket parks” and pedestrian trails that can be accessed by all residents.**

6) Schools and Access Trails.

Two potential school sites are shown on the Plan, one to the north of Route 55 east of the railroad line; the other north of Main Street, within the future residential neighborhood planned for that area. These facilities should be linked with the Main Street corridor and the park sites by bicycle trails throughout the Service District. Federal transportation grants will be sought for these trails.

7) Parking in the Main Street Corridor

On-street parking will be maintained along Main Street and to the greatest extent possible on adjacent streets that attach to Main Street. In addition, the community will institute a “parking fund” supported by new development and possibly other property owners, which will be used for acquiring and developing small public parking lots behind buildings along or near Main Street.

d. New Mixed Use and Industrial Areas

1) Mix of Uses.

The areas designated for Mixed-Use on the Ultimate Future Land Use Map (Figure 9) are planned for a variety of residential, commercial, office and institutional uses. It is critical that the newer areas, especially those along Route 55 east of the Marshall Ford building, Winchester Road, and Old Stockyard Road, be developed as true mixed-use areas and designed as an “extension” of the existing Main Street. To ensure a true mix of uses that will enhance Main Street rather than undermine it, all new development in these designated areas must meet the following guidelines:

Every “block” shown on the plan’s Land Use Map must be developed so that at such time as it is fully developed, it contains at least 20% residential uses *and* at least 20% retail commercial uses. Residential development must be of a type and density that will enhance and support the mixed-use neighborhood. Thus, residential uses may be attached units, multi-family units, or small single-family units on narrow lots. Residential densities in the mixed-use areas should average three dwellings per gross acre (less streets) overall, but may have “spot” densities (net densities on small portions of a site) of up to 10 units per net acre (in addition to the non-residential uses on site). These land uses may be integrated vertically, with commercial occupying the ground floor and residential above, or they may be separated horizontally, with commercial on one side of the block and residential on the other, so long as the above minimum percentages of land uses are maintained on every block. (A block is a four-sided rectangle of streets generally totaling between 800 and 1,600 total linear feet).

When a larger parcel of land is assembled under common ownership, the County may consider allowing any given block to be a single use, provided that the next adjacent block be a different use so that the overall minimum percentages defined above are maintained over the entire designated mixed-use area.

2) Access and Parking.

To achieve this objective while still competing in the current real estate market, these mixed-use developments must be designed to be conveniently accessible to

both motor vehicles and pedestrians. To that end, on-street parking is required, sidewalks along all public streets are required, alleys are encouraged, and pedestrian connections are required between and within every development site.

3) Mix of Residential and Commercial Uses.

Like the County's other rural Service Districts, the village center of Marshall presents the opportunity to continue and enhance its true mixed-use environment, particularly for buildings along Main Street.

e. New Residential Neighborhoods

1) Overall Residential Pattern.

Development density within the new residential neighborhoods will continue in the existing pattern of 1 to 3 dwellings per gross acre (approximately 1.5 to 3.5 units per net acre). Sites within the designated Mixed-Use areas may have residential densities up to three dwellings per gross acre in addition to the permitted non-residential uses on the site. **The planned residential density for other undeveloped areas of Marshall should be evaluated based on the density and land use patterns of adjoining and nearby neighborhoods. Traditional Neighborhood Development projects that incorporate the Plan's urban design principles and planned development zoning districts should be considered for Medium Density (4-6 units per gross acre) or High Density (7-20 units per gross acre, where appropriate.** Pedestrian paths and bike trails may lead to the center of town and to schools and parks. New residential neighborhoods may include neighborhood vest pocket parks.

The County will require that new development proposals incorporate elements of a the traditional grid settlement pattern as described in this plan - including extensions of the existing grid street pattern – to the maximum possible extent.

2) Paths Within Stream Valleys and Floodplains.

Additionally, the stream valleys and minor floodplains within or dividing proposed subdivisions and existing neighborhoods should be considered as parks owned and maintained either through homeowner associations (HOAs) or the County, and systematically incorporated into a largely natural/passive park network, linked with pedestrian paths and bike trails.

f. I-66 Interchanges

The eastern interchange should be re-designed and improved to better handle northbound truck traffic. This design effort should be undertaken by VDOT, with active involvement of the County and local citizens and landowners of the Marshall Service District.

In the long term, bus or rail transit may be established in the I-66 corridor, in which case Marshall could have a station in the vicinity of the Route 17/I-66 interchange.

5. Urban Design Principles, Policies and Guidelines

a. General Main Street Center Design Principles for the Marshall Service District.

The center of the Marshall community will be designed as a mixed-use commercial core surrounded by a mix of institutional, office uses and residential uses.

Traditional neighborhood development is the preferred form of residential land use to be developed in and around Main Street and the village core. This Village Center will be focused on the Main Street and Route 17/710 Corridors, running through Marshall from the western interchange of I-66 to the eastern interchange of I-66. This Village shall be surrounded by a well-defined edge of parks, low-intensity public facility uses, farms and natural areas (refer to the Ultimate Future Land Use Map, Figure 9).

This community area will:

1. Be designed in a generally rectilinear pattern of blocks and interconnecting streets and alleys, defined by buildings, street furniture and landscaping, a place to be shared equally by pedestrians, bicyclists and cars, **with residential development densities of a critical mass that would complement the non-residential uses in the village core.**
2. Contain a core with a mix of lively and mutually supportive commercial and civic uses, such as a library, post office, churches, volunteer and fraternal halls, and open “greens” which should contain prominent civic features, such as fountains, national and local memorials, to establish and commemorate the place.
3. Possess urban parks, greens and squares distributed throughout the Village Center. The Land Use Plan Map identifies existing and future school sites, community parks, library site and the Community Center. These public facilities will provide and excellent linkage among existing and future residential neighborhoods and business areas, with thoughtful access for all age groups and needs. An important Square and/or Village Park will be located at the core of the community.
4. Be designed so that similar uses will generally front one another across local streets.

As a result of these guidelines, the Zoning Ordinance categories may need revised provisions for maximum setbacks, use flexibility, pedestrian amenities, new buildings constructed to the sidewalks, and parking lots to the rear or to the side of the retail

areas fronting the streets. **Traditional Neighborhood Development projects should be guided by a Code of Development, to be approved in conjunction with one of the County's planned development zoning districts. The MU District and the PRD District are considered to be the appropriate zoning districts to implement the urban design principles presented in this chapter.**

b. General Guidelines Throughout the County's Service Districts

Residential neighborhoods throughout the County's Service Districts will be designed as a mix of single-family detached, attached and multifamily dwellings linked by sidewalks and paths to an integrated system of neighborhood and "vest-pocket" parks and natural areas.

1. Neighborhoods should generally range between 80 and 160 acres in size and possess an identifiable community center or focal points, for example, a park, elementary school, recreational center. **Smaller neighborhoods should incorporate adequate open space and "pocket park" features to serve the passive recreational demands of the project.**
2. The neighborhoods will be designed in a generally rectilinear pattern of blocks and interconnecting streets and alleys, defined by buildings, sidewalks, street furniture (e.g., benches, planters, lighting) and landscaping, a place to be shared equally by pedestrians, bicyclists and cars.
3. Similar uses within the neighborhoods will generally front one another across local streets, while neighborhood commercial or higher density residential uses will generally abut along rear property boundaries or be separated by a collector road.
4. **For projects designed to comply with Traditional Neighborhood Development design principles, residential densities in these neighborhoods should be generally consistent with those permitted in the planned development districts and compatible with the densities of adjoining or nearby neighborhoods.**

Urban Design Policies

1. Overall Design Principles:

- Provide oversight of development by incorporating basic guidelines into the comprehensive plan.
- Use these broad guidelines to provide flexibility when proposals are in accord with the community's goals.

2. Distinct design guidelines or “themes” will apply to each of the following areas:

- Gateway entrances to the village
- Main Street
- Peripheral Development:
 - Residential areas (backstreet areas off of Main Street and outlying areas to the east)
 - Industrial areas
 - Old Stockyard Road Mixed Use Area (east of Winchester Road)

3. The guidelines seek to *encourage* the following attributes:

- A welcoming appearance on all roads and paths leading into the village from all directions
- Traditional materials and designs in buildings along Main Street, including wood, brick, stucco, metal/comp shingle roofing with slope/pitch
- Physical and special connection between Main Street and adjacent residential areas
- Promote a pedestrian friendly environment, yet with sufficient parking options to make Main Street the commercial focus of our town
- Mixed-uses, including residential on the second floor and commercial uses on the ground floor
- Building entrances in the front, with parking parallel on the street and in the rear
- Two-story building height to provide a sense of “spatial enclosure” of the street
- Minimal front building setbacks, but sufficient to accommodate pedestrian-friendly uses adjacent to the sidewalk
- Coherent yet informal streetscape design, incorporating the following basic features:
 - Sidewalks with brick/herringbone design
 - Raised brick crosswalks
 - “bulb-outs” at key intersections to facilitate pedestrian crossings and on-street parking
 - Street trees using appropriate plant species
 - Powerlines underground or behind buildings
 - Parking on street or to the rear, not in front or to the side
- Street lights of an appropriately traditional scale and uniformity

4. The guidelines seek to *discourage* the following attributes:

- County Historic Overlay District with Architectural Review Board (as differentiated from the National Register and Virginia Landmarks designations)
- Deep front setbacks of buildings
- Location of gasoline stations, auto sales, and other auto-oriented/drive-in uses on Main Street
- Commercial uses or commercial zoning adjacent to the Marshall Service District
- Truck stops

- Signage that is out of scale for the speed of adjacent traffic
- Metal buildings or other buildings featuring sterile and modern “commercial” architecture often used by chain stores
- Flat roofs (unless with parapets)

To implement the guidelines, the following policies and actions will be taken upon adoption of the plan:

1. The County will seek Virginia Landmark designation for the village (but not a historic zoning overlay with architectural review)
2. The County will review and amend the Zoning Ordinance, with Marshall citizen input, to ensure that it provides the type of regulation for the Marshall Service District that will achieve these guidelines and principles in all new streets and structures. This will likely include:
 - a “Marshall Business District Overlay Zone” to provide additional, specific regulations to the underlying commercial districts now in place;
 - a “Marshall Industrial District Overlay Zone” to provide additional, specific regulations to the underlying industrial districts; and
 - other zoning district actions which are deemed necessary to implement the plan.
3. The Marshall Community, together with the County, will pursue the creation of a “Special Service District” as provided by the Code of Virginia, to raise part of the funding for the public improvements that underpin these design guidelines, including:
 - Preparation of a detailed Streetscape Improvement Plan for Main Street
 - Construction/implementation of the Streetscape Improvement Plan for Main Street
 - Relocation of the overhead utility lines in the Main Street corridor
 - Establishment of additional public parking areas in the Main Street corridor and a public fund or “parking bank” to finance those lots
4. The County should take into consideration the design guidelines of this plan when reviewing rezonings or special exceptions in the Marshall Service District prior to these zoning ordinance amendments being adopted.

Summary Chart of Design Guidelines for Streetscapes

Design Element	Gateways	Main Street	Residential	Industrial
Streets				
Connections	Roundabouts where appropriate	Connected to the street grid	Interconnected grid of "blocks"	Interconnected grid of "blocks"
Blocks	n/a	Approx. 500' long	Approx. 500' long	Approx. 500' long
Pavement	As needed	As existing (approx. 40 feet)	36 feet	36 feet
Parking	n/a	On-street, parallel, both sides	On-street, parallel, both sides	On-street, parallel, both sides
Driveway entrances	200 feet separation	No new entrances	Minimum; use alleys	Minimum; use alleys
Alleys	n/a	yes	yes	yes
Sidewalks	Pedestrian paths parallel	Brick, both sides	Concrete both sides	Concrete both sides
Street Furniture	minimal	Yes, in accord with plan	minimal	minimal
Landscaping	street trees in accord w/ plan	street trees in accord w/ plan	street trees in accord w/ plan	street trees in accord w/ plan
Buildings*				
Setbacks from street	generous	Minimal or none	minimal	minimal
Height	Maximum 3-stories	Minimum 2 stories; max. 3	Preferably 2 stories; max. 3	Preferably 2 stories; max. 3
Massing	n/a	Buildings enclose street	Garages at rear; front porches	Buildings front street; rear vehicle access
Landscaping	n/a	Screen parking	n/a	Buffers to protect view from public r-o-w
Commercial Signs	Size, height and lighting limits	Size, height and lighting limits	n/a	Size, height and lighting limits
Openings/Facades	Traditional materials and window and door openings	Traditional materials and window and door openings	n/a	Traditional materials and window and door openings
Outdoor storage areas	Screened from public right of way	Screened from public right of way	n/a	Screened from public right of way
Open Space				
Amount - total & per green, park or square	Pedestrian pathways	Small greens and squares or "pocket parks"	Small, neighborhood greens as focal points	Small greens for employee use
Location	Along the gateway corridor	In between buildings along Main Street	At major road intersections within the neighborhood	At major road intersections within the district
Relationship to land uses and structures	n/a	Greens and squares are framed by buildings	Greens and squares are framed by buildings	Greens and squares are framed by buildings
Ownership, maintenance	n/a	Special Service District or Property Owners Assoc.	Property Owners Association	Property Owners Assoc.
Materials, landscaping	Specimen trees; Native species;	Street trees; Native species; Buffer all storage & parking areas		Buffer all storage and parking areas

*all buildings should be designed in accord with the design guidelines of this plan and in concert with the design character of adjacent sites.

6. Transportation Plan

This element is based on a comprehensive traffic impact analysis for the community. That effort included the requisite traffic counts at selected intersections, the levels of service (LOS) assessment for key intersections in 2002, 2010, and post 2020, as well as recommended street and associated network improvements. The results and recommendations are summarized within this transportation section of the service district plan.

Here it needs to be noted that, in traffic analysis studies, a jurisdiction attempts to maintain adequate levels of service (LOS) at the intersections. Those LOS categories are defined as follows:

- *Level of Service A:* a condition of free flow with low traffic density where no vehicle waits longer than one signal indication.
- *Level of Service B:* stable flow of traffic where only on a rare occasion do drivers wait through more than one signal indication.
- *Level of Service C:* still in the zone of stable flow, but intermittently drivers must wait through more than one signal indication, and backups may develop behind left turning vehicles;
- *Level of Service D:* approaching instability; drivers restricted in their freedom to change lanes and delays for approaching vehicles may be substantial during the peak hour.
- *Level of Service E:* traffic volumes are near or at capacity on the arterial and long queues of vehicles, and may create lengthy delays especially for left turning vehicles.
- *Level of Service F:* congested condition of forced traffic flow where queued backups from locations downstream restrict or prevent movement of vehicles out of the approach creating a storage area during part or all of the peak hour.

LOS D or better is usually desired in urban areas and LOS C or better is usually desired in rural and small town areas located in areas as Fauquier County. In Marshall, it is also essential to balance needed street capacity for growing traffic volumes with the need to maintain a safe pedestrian environment and a high quality of life. Therefore, the traffic calming objective is to have streets that are designed to encourage slower and safer speeds, to enhance pedestrian safety and to more clearly define parking areas. Raised intersections and raised crosswalks provide a vertical shift for drivers, slower speeds as well as increasing the visibility of pedestrians and highlighting pedestrian areas. Modern roundabouts and other traffic calming methods included in the Route 50/Upperville area also serve as a guide for this community.

The following section will present existing conditions, as well as 2010 and Post 2020 conditions and recommended improvements.

a. Existing Conditions

Exhibit 1 shows the existing traffic volumes in 2002 for the weekday p.m. peak hour at the major intersections in the Marshall Service District. Exhibit 1a shows the existing levels of service (LOS) at these intersections. Current levels of service are fairly good, typically at the B to C level. (VDOT's criteria would expect LOS of C or better).

b. 2010 Conditions and Proposed Improvements

Exhibit 2 shows the forecast of 2010 background p.m. peak hour volumes in 2010, assuming a 2% compounded annual increase in existing traffic volumes. Exhibit 3 shows the generated p.m. peak hour traffic volumes for each land use sector within the Service District. (The land use sectors are shown in Figure 6 and are based on existing development patterns and are for purposes of analysis only). Trip estimates are based on trip generation rates from the ITE's 6th edition of the Trip Generation Handbook.

After assigning p.m. trips for each land use sector to the major intersections, Figure 3a shows how those volumes from new development are distributed along the network. (It shows the increase between 2002 and 2010). Exhibit 4 shows the total 2010 peak hour volumes (Exhibits 2 and 3a). Exhibit 4a illustrates the levels of service in 2010 if no improvements are made. (Note that this assumes some private developer improvements such as Winchester Road by the Food Lion becoming a 3-lane road, but it would still need a signal to avoid failure at the higher volumes projected). The LOS drops significantly on most key links to levels in the E to F range.

Exhibit 5 show proposed improvements including widenings and signals necessary to achieve LOS C or better in 2010. These are relatively modest improvements in relation to the longer term needs for the district; yet some desired widenings may not be possible due to existing historic structures.

In addition to the plans and physical improvements cited above, it is recommended that the County prepare and implement a traffic model for the Marshall Service District in order to better analyze proposed development projects and changes to the system over the course of time. Further, development applicants should be required to do traffic impact studies in order to determine the precise roadway improvements required for their projects.

c. Intermediate Term Improvements (post 2010)

The Marshall Service District is expected to continue to grow and to become an even more important population and employment center for the County. The increase in the number of people and jobs will increase traffic volumes as well, as Marshall continues to grow.

The Marshall Service District must absorb a significant amount of the County's future commercial development that would otherwise be located in "strip" centers along major corridors as is the case in conventionally planned suburban areas. The County's strategy is to limit such land use and traffic impacts by concentrating future commercial growth in the Service Districts; however, this requires that infrastructure improvements be carried out within those Service Districts.

This strategy will require not only traffic management techniques such as mixed-use development, but also well-designed, well-coordinated and timely public and private road improvements to handle both internal traffic and through-traffic. The improvements needed for the intermediate time frame (post 2010) are shown conceptually in Figure 11.

Intermediate road network improvements thus include some new road links, not just improvements to existing roads as shown in the 2010 time frame.

Key improvements would include:

- Traffic at two key entry points to the village needs to be managed efficiently and safely, while providing a strong visual identity and sense of arrival to Marshall's Main Street. While a "round-about" is recommended at the western entry point, two options have been identified for Stockyard Road and Winchester Street intersection design. Option A is a "T" intersection design. Option B is a "round-about". (See Figures 13 and 14.)
- Secure the necessary right-of-way for an extension of Old Stockyard Road to the north along the west side of the railroad to provide an alternate north-south route through the village center. This must be a public/private joint effort.
- Redesign the I-66 interchange at Route 17 to accommodate increasing truck volumes. In order to protect the visual character of the town, the design should be a cloverleaf or a "fly-under", and not be a "fly-over" design.
- Improve and add necessary road links to serve the new mixed-use areas along Winchester Road and Stockyard Road as development continues; ensure that these roads are designed as a pedestrian-friendly grid of "town streets" for comfortable pedestrian movement, as well as good traffic movement.

d. Long Term Improvements (Post 2020)

In the long term, as Marshall approaches full build-out and through-traffic from around the region increases, the community will want to have a good alternate ways to move through the area in a north-south direction, without disrupting the village core. To accommodate these pressures, several local street connections are proposed in conjunction with the planned development as shown in this plan.

Another key long term physical improvement is to re-build the I-66 interchange at Route 17 in accord with the new design that will be completed in the post 2010 time frame, noted above.

In addition, the County should keep in mind the long-term prospect of mass transit along the I-66 corridor, which could be bus or rail service. A potential transit stop is shown in this plan as a very long-term concept.

The long-term improvements needed for the post 2020 time frame are shown conceptually in Figure 12.